

Application No. 09/922,651  
Amendment January 16, 2007  
Reply to Office Action of July 13, 2006

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A system for developing media content and offering the media content to a plurality of consumers, the system comprising:
  - a content management system having a processor ~~combining~~ adapted to provide for the combination of media assets and metadata based on selected groupings of the consumers to create ~~a~~ at least one media content offering ~~for each selected grouping of the consumers~~, said content management system ~~selecting~~ adapted to provide for the selection of the at least one media content offering for distribution to the selected groupings of the consumers based on at least one of a geographical location, a bit rate service, a service provider, and a contractual term, ~~and aggregating said content management system adapted to provide for the aggregation of the selected media content offering offerings into a~~ at least one rollout offered to at least one of the selected groupings of the consumers, the at least one rollout accessible by the consumers in the at least one of the selected groupings;
  - a content database ~~storing~~ adapted to provide for the storage of at least a portion of the media content offering at least one rollout delivered from said content management system;
  - a subscriber management system ~~creating~~ adapted to provide for the creation of a plurality of subscriber accounts, said subscriber management system including at least one processor and at least one medium for storing subscriber account information, said processor ~~maintaining~~ adapted to provide for the maintenance of the subscriber accounts and including a procedure for billing the subscriber accounts, said subscriber management system ~~grouping~~ adapted to provide for the grouping of individual consumers into the selected groupings for receiving ~~selected media content offering the at least one rollout~~

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specific for at least one of the selected groupings;

a rack ~~receiving~~ adapted to receive the selected media content offering offerings from said content management system, said rack including a file repository ~~for storing~~ adapted to provide for storage of media content associated with the selected media content offering offerings; and

a server ~~distributing~~ adapted to provide for distribution of media content stored in said file repository.

2. (previously presented) The system of claim 1, wherein said processor of said subscriber management system manages consumer-related information, further comprising a database storing the consumer-related information.
3. (original) The system of claim 2, wherein the consumer-related information includes billing information.
4. (original) The system of claim 2, wherein the consumer-related information includes demographical information.
5. (previously presented) The system of claim 1, wherein said processor of said subscriber management system collects information associated with the use of media content selected from the media content offering by each consumer.
6. (original) The system of claim 5, wherein the content use information includes consumer media content preferences.
7. (original) The system of claim 5, wherein the content use information includes an amount of time each consumer uses the selected media content.
8. (original) The system of claim 1, wherein the media content offering is programmed to expire after a fixed interval of time.
9. (previously presented) The system of claim 1, wherein said content database stores a plurality of media content offerings to form a composite media content offering.
10. (previously presented) The system of claim 9, wherein said content database is refreshed to change the composition of the composite media content offering.

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11. (original) The system of claim 1, wherein said server is a web server, further comprising a video file repository for storing video associated with the media content offering and a video server.
12. (previously presented) The system of claim 1, further comprising a licensing server grants a license to each consumer requesting use of selected media content requiring the license upon a determination that the consumer is permitted to use selected media content.
13. (previously presented) The system of claim 12, wherein the license includes a decryption key program decrypting media content that is encrypted.
14. (previously presented) The system of claim 12, wherein said processor checks an accounts database and determine whether the consumer is permitted to use the selected media content.
15. (original) The system of claim 1, further comprising an ad manager for targeting advertisements to the consumers.
16. (original) The system of claim 1, wherein the groupings of consumers are arranged based on consumer-related information associated with each consumer of each group.
17. (original) The system of claim 16, wherein the consumer-related information includes demographics of members of each selected group of consumers.
18. (original) The system of claim 16, wherein the consumer-related information includes geographic locations of members of each selected group of consumers.
19. (previously presented) The system of claim 18, wherein said content database is located locally to each selected group of consumers.
20. (original) The system of claim 18, wherein said file repository and said server are located locally to each selected group of consumers.
21. (original) The system of claim 16, wherein the consumer-related information includes content usage by members of each selected group of consumers.
22. (original) The system of claim 21, wherein the content usage includes viewing habits by members of each selected group of consumers.

Claims 23-40 (cancelled).

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41. (currently amended) A system for developing media content and offering the media content to a plurality of consumers, the system comprising:

a content management system having a processor ~~combining~~ adapted to provide for the combination of media assets and metadata based on at least one common business rule associated with one or more of the media assets to create ~~a~~ at least one media content offering ~~accessible by a~~ for at least one selected grouping of the consumers, the business rule prescribing how one or more of the media assets may be used, said content management system ~~selecting~~ adapted to provide for the selection of the media content offering for distribution to ~~the~~ the at least one selected groupings ~~grouping~~ of the consumers, and ~~aggregating~~ said content management system adapted to provide for the aggregation of the selected media content offering ~~offerings~~ into ~~a~~ at least one rollout offered to at least one of the selected groupings of the consumers, the at least one rollout accessible by the consumers in the at least one of the selected groupings;

a content database ~~storing~~ adapted to provide for the storage of at least a portion of the media content offering at least one rollout delivered from said content management system;

a subscriber management system ~~creating~~ adapted to provide for the creation of a plurality of subscriber accounts, said subscriber management system including at least one processor and at least one medium for storing subscriber account information, said processor ~~maintaining~~ adapted to provide for the maintenance of the subscriber accounts and including a procedure for billing the subscriber accounts, said subscriber management system grouping adapted to provide for the grouping of individual consumers into the selected groupings for receiving ~~selected media content offering~~ the at least one rollout specific for at least one of the selected groupings;

a rack ~~receiving~~ adapted to receive the media content offering from said content management system, said rack including a file repository for

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~~storage~~adapted to provide for storage of media content associated with the media content offering; and

a server ~~distributing~~adapted to provide for distribution of media content stored in said file repository.

42. (original) The system of claim 41, wherein the at least one business rule includes a geographic location of members of each selected group.
43. (original) The system of claim 41, wherein the at least one business rule specifies a provider to be used to deliver the media content offering to the selected group of consumers.
44. (original) The system of claim 41, wherein the at least one business rule includes a price for association with at least one of the media assets in the media content offering.
45. (previously presented) The system of claim 41, wherein the at least one business rule includes a time frame during which one or more of the media assets are accessible by the selected group of consumers.
46. (previously presented) The system of claim 41, wherein said content database storing a plurality of media content offerings to form a composite media content offering.
47. (previously presented) The system of claim 46, wherein said content database is refreshed to change the composition of the composite media content offering.
48. (original) The system of claim 41, wherein said server is a web server, further comprising a video file repository for storing video associated with the media content offering and a video server.
49. (previously presented) The system of claim 41, further comprising a licensing server granting a license to each consumer requesting use of selected media content requiring the license upon a determination that the consumer is permitted to use selected media content.

Claims 50-59 cancelled.

60. (currently amended) A method for developing and offering media content to a plurality of consumers, the method comprising the steps of:

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combining media assets and metadata utilizing a central processing unit based on selected groupings of consumers to create a-at least one media content offering for each selected group of the consumers, each media content offering being offered to at least one of the selected groupings of the consumers and accessible by the consumers in the at least one of the selected groupings;

storing the media content offering in a database; and

delivering over a communications network the media content offering to at least one of the consumers in response to a request for the media content offering selected by the consumer.

61. (previously presented) The method of claim 60, further comprising the steps of receiving the request for the media content offering by one of the consumers and determining whether the consumer making the request is permitted to use the selected media content offering.
62. (previously presented) The method of claim 61, further comprising the step of issuing a license to the consumer upon a determination that the consumer is permitted to use the selected media content offering.
63. (previously presented) The method of claim 61, further comprising the steps of accessing an account associated with the consumer and checking for permissions associated with the account, wherein said determination step is based on any of the permissions associated with the account.
64. (previously presented) The method of claim 61, further comprising the step of delivering at least one advertisement to the consumer making the request.
65. (previously presented) The method of claim 64, wherein each advertisement is delivered based on the use of media content offering by the consumer.
66. (previously presented) The method of claim 64, wherein each advertisement is delivered based on the demographics of the consumer.
67. (previously presented) The method of claim 60, wherein the media content offering includes an offering of video content.
68. (previously presented) The method of claim 60, wherein the media content offering includes an offering of music content.

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69. (previously presented) The method of claim 60, further comprising the steps of receiving the request for the media content offering by one of the consumers and delivering the selected media content offering over at least one of a DSL, satellite network, cable network, and wireless network.
70. (previously presented) The method of claim 60, further comprising the step of collecting information associated with the use of the media content offering selected from the media content offering by each consumer.
71. (previously presented) The method of claim 60, further comprising the step of refreshing the database.
72. (previously presented) The method of claim 71, wherein said step of refreshing is based at least in part on the demographics of members of each selected group of consumers.
73. (previously presented) The method of claim 71, wherein said step of refreshing is based at least in part on the viewing habits of members of each selected group of consumers.
74. (previously presented) The method of claim 60, wherein the consumer groupings used to combine the media assets and metadata include demographics of members of each selected group of consumers.
75. (previously presented) The method of claim 60, wherein the consumer groupings used to combine the media assets and metadata include geographic locations of members of each selected group of consumers.
76. (previously presented) The method of claim 60, wherein the consumer groupings used to combine the media assets and metadata include content usage by members of each selected group of consumers.
77. (previously presented) The method of claim 76, wherein the content usage includes viewing habits by members of each selected group of consumers.
78. (currently amended) A method for developing and offering media content to a plurality of consumers, the method comprising the steps of:  
combining media assets and metadata utilizing a central processing unit based on at least one common business rule associated with one or more of the

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media assets to create a-at least one media content offering, each media content offering being offered to at least one selected grouping of the consumers and accessible by a-the consumers of the at least one selected groupinggroup of the consumers, the business rule restricting the use of one or more of the media assets;

storing the media content offering in a database; and

delivering over a communications network the media content offering to at least one of the consumers in response to a request for the media content offering selected by the consumer.

79. (previously presented) The method of claim 78, wherein said combining step is based on a business rule that includes a geographic location of members of each selected group.
80. (previously presented) The method of claim 78, wherein said combining step is based on a business rule that specifies a provider to be used to deliver the media content offering to the selected group of consumers.
81. (previously presented) The method of claim 78, wherein said combining step is based on a business rule that includes a price for association with at least one of the media assets in the media content offering.
82. (previously presented) The method of claim 78, wherein said combining step is based on a business rule that includes a time frame during which one or more of the media assets are accessible by the selected group of consumers.
83. (previously presented) The method of claim 78, wherein the media content offering includes an offering of video content.
84. (previously presented) The method of claim 78, wherein the media content offering includes an offering of music content.
85. (previously presented) The method of claim 78, further comprising the steps of receiving the request for the media content offering by one of the consumers and delivering the selected media content offering over at least one of a DSL, satellite network, cable network, and wireless network.



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86. (previously presented) The method of claim 78, further comprising the step of refreshing the database.
87. (previously presented) The method of claim 86, wherein said step of refreshing is based at least in part on the demographics of members of the selected group of consumers.